














OPPORTUNITY 	DESCRIPTION <i>(Advertising on television)</i>	PRICE RANGE <i>(Creative production for TV extra unless otherwise indicated.)</i>
Good Day Wisconsin 	#1 early morning news, 5-9am every weekday.	\$195/:30, discount with volume purchase.
Good Day Wisconsin-Weekend 	#1 early morning news, 7-9am Saturdays & Sundays.	\$170/:30, discount with volume purchase.
FOX 11 Living 	LOCAL lifestyle show, 9-10am every weekday <i>SPECIAL OPPORTUNITY: The show offers an opportunity for content integration.</i> 1) <i>In studio appearance.</i> 2) <i>On location appearance.</i>	\$80/:30, discount with volume purchase. <i>In studio appearance, 2-3 minutes, logo/graphics bottom third. \$500/appearance.</i> <i>On location appearance, 2-3 minutes, logo/graphics bottom third. \$950/appearance.</i>
The Rachael Ray Show 	Talk show featuring food, celebrities & special performances, every weekday 10-11am.	\$65/:30, discount with volume purchase.
The Dr. Oz Show 	Dr. Oz to discuss viewers' health-and-wellness concerns every weekday from 3-4pm.	\$85/:30, discount with volume purchase.
FOX 11 News at Five 	Competitive early news, an hour every weekday 5-6pm.	\$300/:30, discount with volume purchase.
Wheel of Fortune 	Dominant game show for the past decade. Weekdays at 6:30pm.	\$500/:30, discount with volume purchase, weekend slightly less.
FOX 11 News at Nine 	#1 late news, competes with prime, fits with today's lifestyle. Monday-Sunday 9-10pm.	\$500/:30, discount with volume purchase, weekend slightly less.
	Hailed by <u>Entertainment Weekly</u> as not only "the best comedy on TV this year" but "simply the best TV."	\$150/:30, discount with volume purchase, Sunday slightly less.

GENERAL OPPORTUNITIES

OPPORTUNITY 	DESCRIPTION <i>(Advertising on television)</i>	PRICE RANGE <i>(Creative production for TV extra unless otherwise indicated.)</i>
The Daily Buzz 	Nationally syndicated breakfast television news & infotainment, 5-8am every weekday.	\$15/:30, discount with volume purchase.
Dr. Drew's Lifechangers 	Reinvent. Rebuild. Restart. Dr. Drew's Lifechangers is a daily TV talk show hosted by Dr. Drew Pinsky that will deliver empowering advice every weekday 3-4pm.	\$40/:30, discount with volume purchase.
Everybody Loves Raymond 	Watch as Ray, Debra, Marie, Frank, and Robert put the 'FUN' in dysfunctional! Weekdays at 5pm and 5:30pm.	\$50/:30, discount with volume purchase.
How I Met Your Mother 	Ted searches for the woman of his dreams in New York City with the help of his four best friends. Weekdays at 6pm and 6:30pm.	\$75/:30, discount with volume purchase.
The Office 	A mockumentary on a group of typical office workers, where the workday consists of ego clashes, inappropriate behavior, and tedium. Weekdays at 9pm and 9:30pm	\$65/:30, discount with volume purchase.
Seinfeld 	Competes with late news, affluent & educated audience, affordable. Already established viewership from FOX 11. Weekdays at 10pm and 10:30pm.	\$75/:30, discount with volume purchase.
CW 14 Star 	SPECIAL OPPORTUNITIES: 1) <i>Become a CW 14 Star "Category Sponsor."</i> 2) <i>CW 14 Star "Look Live" Package</i>	Sponsorship can include monthly videotaped appearances, schedule & playback. Prices vary. "Look Live" can include social networking pre- or post-promotion, TV and/or online airing. Prices vary.

OPPORTUNITY	DESCRIPTION <i>(Online or digital advertising)</i>	PRICE RANGE <i>(Creative for online or digital is included in the estimate)</i>
<p>fox11online.com</p> 	<p>The leading broadcast media website, delivering 3 MILLION page views monthly.</p>	<p>ROS Display, \$12 CPM <i>(discount with volume, can be specially targeted or zoned for add-on CPM)</i></p> <p>Primary ad units: 728x90 300x250 638x60 300x100 160x600 300x600</p> <p>Rich Media, \$20 CPM (min. impressions required) 728x90 & 300x250 overlay expansion 300x250 pushdown expansion 300x250 in banner video</p> <p>eBlasts, \$1,000 (discount with volume) 60,000+ subscribers</p> <p>High Impact, Prices Vary Takeovers Pencil Pushdown Bottom-Anchored Overlay Wallpaper</p>
<p>fox11online/mobile</p> 	<p>FOX 11 has an app for all major platforms, cumulatively delivering 1.2 MILLION mobile views every month.</p> <p>iPhone Blackberry Droid iPad</p>	<p>\$12/CPM, discount with volume purchase. 1 ad unit/page. Personal engagement. Portable. Powerful click-to-call capability.</p>
<p>cw14online.com</p> 	<p>A growing LOCAL entertainment site.</p>	<p>For a nominal investment of \$350/month, receive 20% of all web impressions. Your exposure builds as the site attracts a growing younger adult audience.</p>



FOX 11, CW 14 & RMM are all owned by LIN Media & offer their combined resources for your marketing success!

RMM is a nationally ranked digital company, specializing in:

Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Targeted Banner Advertising (Geographically AND/OR Behaviorally/Psychographically)

Also:

Social Media
Email Marketing
Mobile
Website Development

SEO...Insure your digital success with a properly optimized (for search) website. From \$1,200/month (subject to analysis) for an average of 4-5 months. FREE site analysis.

SEM... How competitive is your category? Don't be lost in the fray! From \$2,000/month. Managed results MUCH more monitored than GOOGLE "do it yourself."

TARGETED BANNER... Vertical channels starting at \$2,000/month. Custom channels starting at \$5,000/month.



GENERAL OPPORTUNITIES

DEVELOPING A :30 TV COMMERCIAL	PRICE RANGE	WHAT IT INCLUDES:
<p>FOX 11 is pleased to provide creative services for our media clients. We have a dedicated department, charged with developing distinctive ads not only for our clients but the station, too.</p> <p>The one-time-only cost of producing a commercial depends very much on the time you (& we) invest in the project. And the more creative assets we have at our disposal, the better!</p> <p>HD production is available at the \$500 or more spending options but requires more lead-time because of a tighter shooting schedule. Other services including stock photography/video and non-house voiceover charged at cost.</p>	<p>\$300 Commercial</p> <p>\$500 Commercial</p> <p>\$750 Commercial</p> <p>\$1,000 Commercial</p>	<ul style="list-style-type: none"> -- Digital photos -- Logo -- House voiceover -- One (1) video shot exterior -- One (1) video shot interior -- Logo -- House voiceover <i>Travel expenses may apply beyond a 75 mile radius of station.</i> -- Up to 6 video shots -- Basic graphics -- Logo -- House voiceover <i>Travel expenses may apply beyond a 75 mile radius of station.</i> -- Up to 10 video shots -- Graphics/ Photoshop services -- Logo -- Custom voiceover <i>Travel expenses may apply beyond a 75 mile radius of station.</i>